

# Newsletter

## A Word from our Chairman

**W**ith the blessed month of Ramadan fast approaching we would like to thank the entire community for their continued support.

The blessed month of Ramadan is full of virtues and a time where food consumption tends to increase in our homes, therefore I would like to remind our readers that the nourishment of doubtful foods can impact one's spiritual well-being which ultimately has an effect on pleasing our Lord Almighty Allah.

On behalf of the entire team at HMC we wish you a blessed Ramadan and please remember us all in your pious supplications.

—Shaykh Yunus Dudhwala

## Finally a HMC app

We are pleased to announce that we have launched our new mobile app, HMC Now, which enables you to find your nearest HMC certified restaurants, takeaways, and butchers in moments.

If you live in East London, you can now order from selected HMC shops straight to your door through the HMC Now mobile app.

With listings on our app changing in real-time, there will be an accurate display of each certified and newly certified shop for you to locate.

In the coming months, we hope to expand the ordering feature across London, moving into Leicester and Birmingham later this year.



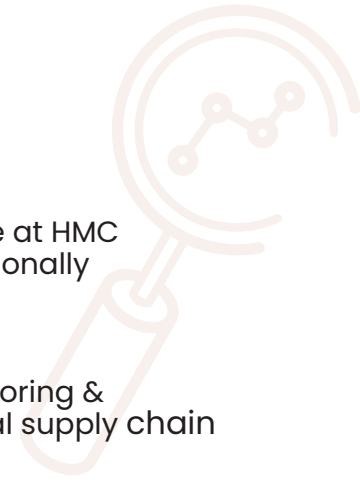
## March 2022

**10,000**

**Spot checks** made at HMC certified shops nationally

**14,500**

**Hours spent** monitoring & inspecting the Halal supply chain



## How to spot an approved retailer:

- Sticker
- Certificate
- halalhmc.org



## Questions & Answers

### Does HMC buy and sell Meat?

HMC does not buy or sell any meat but its objectives is to regulate the Halal food supply chain and authenticate products as being Halal in accordance to the HMC standard.

### Does HMC certify Dessert Stores?

Yes we have just started to certify dessert stores and our first 2 can be found in London. Check out our website for further details.

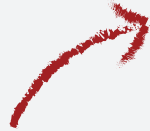
### How can you help promote HMC's Halal campaign?

By sharing this newsletter, articles on our website and our social media posts.

# HMC Ramadan TV Adverts



Look out for the  
HMC adverts on  
**Islam Channel** and  
**Eman Channel**



## What are the Virtues of Ramadan

- Allah has made fasting the fourth pillar of Islam
- Allah revealed the Qur'an in this month
- Allah has made Laylat al-Qadr in this month, which is better than a thousand months
- Allah has made fasting Ramadan and spending its nights in prayer out of faith and in the hope of reward a means of forgiveness of sins
- Allah opens the gates of Paradise and closes the gates of Hell, and chains up the devils
- Every night Allah has people whom He redeems from the Fire
- Fasting in Ramadan is a means of expiation for the sins committed since the previous Ramadan, so long as one avoids major sins
- Fasting in Ramadan is equivalent to fasting ten months
- Whoever prays qiyam in Ramadan with the imam until he finishes, it will be recorded for him that he spent the whole night in prayer
- Umrah in Ramadan is equivalent to Hajj

## Who is Authorised to Display the HMC Logo

The HMC sign over the years has become a sign of confidence for many consumers when making a purchase for Halal food. Unfortunately, many retailers are passing off as being HMC certified by displaying the HMC logo when in fact the logo can only be used by authorised members.

To deter unauthorised organisations from using the HMC logo, as a last resort we have taken to social media to make it publicly known that a specific store is not approved by HMC. This has had a positive impact whereby we see a quick turnaround of the removal of the HMC logo.

We have also been in communication with our legal team on this matter as well as the National Food Crime Unit who are helping to deal with the fraud occurring.

To be sure that you are purchasing from an approved retailer please look out for the following:

